EMAIL PITCH: For Journalists & Media Outlets

Subject: EXCLUSIVE PITCH: The ₹60,000 Crore Astro-Tech Illusion (Data & Case Studies Inside)

Dear [Journalist Name],

I am writing to you on behalf of **The Digital Consumer Watchdog Group**. We have just concluded a massive, multi-month investigation into the dark side of India's booming digital astrology industry, and we have exclusive data and case studies that we believe would make a blockbuster investigative piece for [Publication Name].

While the media often covers the massive funding rounds of "astro-tech" startups, the consumer reality is vastly different. We have compiled a comprehensive dossier exposing systemic "bait-and-switch" fraud, psychological manipulation, and extortion.

Our Primary Case Study: Lunar Astro & Deepanshu Giri We have gathered dozens of documented consumer grievances against prominent platforms like Lunar Astro. Our research reveals a highly predatory funnel:

- **The Bait:** Leveraging the fame of founder Deepanshu Giri to justify exorbitant fees (e.g., ₹8,000 for a 15-minute phone call).
- **The Switch:** Handing desperate consumers off to anonymous, inexperienced junior students who provide wildly inaccurate readings.
- **The Ghosting:** A complete refusal by grievance teams to respond to complaints or issue refunds, leaving vulnerable consumers financially and emotionally drained.

What We Can Provide Your News Desk:

1. **A 40-Case Dossier:** Fully documented, verifiable complaints with links and source material.
2. **A Comprehensive White Paper:** Detailing the mechanics of the fraud, including fake review generation and fear-based upselling.
3. **Expert Commentary:** Quotes and analysis from our lead investigators on the regulatory blind spots allowing this to happen.

This is a story about corporate greed exploiting human vulnerability during times of crisis. It affects millions of middle-class Indians.

I have attached our Executive Summary and White Paper for your review. We would love to offer [Publication Name] the exclusive first look at this data.

Are you available for a brief 10-minute call this week to discuss how we can collaborate on this exposé?

Best regards,

[Your Name] Lead Investigator, The Digital Consumer Watchdog Group [Contact Number] [Link to your research portal/website]